HOW ATTACKS FIND YOU · CHECKLIST

1 Make your site a bad match

From the lesson: You're not a target. You're a match.

Five easy steps. No tech skills needed.

THE PATTERN

- Robots scan millions of sites a day, looking for a match, not a name.
- They check three things: an old door, a lock to pick, a person to trick.
- When a site doesn't match, they move on. Small changes make you a bad match.

HOW TO SPOT IT

- You don't know what software or add-ons your site runs.
- Nobody would be told if Google found a problem on your site.
- Your site hasn't been looked at in months.

TICK AS YOU GO

- [ ] **Add your site to Google Search Console**
  search.google.com/search-console, then Add property. Pick the Domain option if your web person can add the record, or URL prefix if not.
- [ ] **Search Google for your own site**
  Type site:yourwebsite.com into Google. Look for pages you didn't write, in odd languages or selling pills, bags or betting.
- [ ] **Write down what your site runs on**
  WordPress, Wix, Squarespace, Shopify or something else. Not sure? Ask whoever built it, or take our quiz.
- [ ] **Find out who looks after it**
  You, a staff member, an agency, a freelancer or nobody. Write their name and how to reach them.
- [ ] **Take the 3-minute safety quiz**
  hedgehog.site/quiz gives you a score for each risk area and tips that fit your platform.

REMEMBER Robots don't choose you. They match you. Shut the doors they look for and they move on.

200 million password-guessing attempts a day on WordPress sites protected by one firm alone (Wordfence, Q2 2026).

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